

Serve Wisconsin 2013-2015 State Service Plan

Serve Wisconsin is a 22-member citizen body appointed by the Governor to support community service and volunteerism. Federal AmeriCorps resources from the Corporation for National and Community Service are awarded to organizations seeking to deliver services through an evidence based approach creating community solutions. Veterans and their families, people with disabilities, and older adults will be priority populations to serve as AmeriCorps members and volunteers. Management efforts will continue towards solutions that reach beyond continuous government support. In addition, Serve Wisconsin will support organizations that scale delivery system models addressing one or more of the following six focus areas.

Six Focus Areas as Defined in the Serve America Act

Disaster Services	Environmental Stewardship	Healthy Futures
Education	Economic Opportunities	Veterans and Military Families

State Service Plan Objectives:

1. Serve Wisconsin will invest in sustainable service solutions that are supported by evidence based community needs and methods which increase the number of volunteers recruited, retained, managed, and recognized.
 - a. Support the development of organizational capacity to engage additional volunteers.
 - b. Continue to support Volunteer Connection as the electronic internet connector of volunteers with volunteer opportunities.
 - c. Expand the reach of AmeriCorps by providing more choices to serve in rural and urban communities and track actual member placement using Beale Codes.
 - d. Support cross sector collaboration (Corporate, non-profit, & government) as a service strategy to increase the number of volunteers while encouraging shared measurements and terminology.
 - e. Evaluate volunteer experience by creating a survey with standardized implementation practices, terminology, and reporting.
 - f. Identify through the evaluation process and report out exemplary strategies and promising practices.
 - g. Enhance AmeriCorps member experience and verify through annual member survey.
2. Serve Wisconsin will promote AmeriCorps and Volunteer Connection to expand recognition and awareness of service and volunteer opportunities.
 - a. Secure a champion of service and volunteerism in Wisconsin.
 - b. Maximize the use of the Volunteer in America Report information in defining volunteerism in Wisconsin.
 - c. Continue the Governor's Service Awards.
 - d. Serve Wisconsin will develop a plan to address needs in marketing and public relations around the concept of Volunteerism.
3. Serve Wisconsin board members and program staff will engage in professional learning around the concept of collective impact.